

Get More For Less With Target Weekly Ad

In this day and age, our shopping options are endless. Each year, companies spend millions of dollars catering to different consumer demographics. With all of the choice we have, sometimes it is difficult to pick a company or brand to stay loyal to. Companies are very aware of supply and demand, and since there is so much to choose from, the results are beneficial to the consumer. Price reduction promotions and the onslaught of sales are ways that the consumer benefits handsomely from companies competing for business.

Many companies create things like coupons in order to get consumers to shop with them. Another strategy is the use of rotating weekly sales, advertised in print circulars. Print circulars are pamphlets that advertise all of the things stores have marked down for that particular week. A weekly ad is another name for these. The Target weekly ad is one of the most popular of this promotions.

Since the Target weekly ad caters to the customer in many ways, it is very popular. In order to apply savings for the customer depending on their specific location, the Target website lets you type in your zip code or city and state. A circular with local savings appears next, and customers are able to click on items of interest to enlarge them. Price, quantity and department location of the desired item all appear when something is clicked on.

The method in which the Target weekly ad is organized is very enticing. Each week, there are different themes. For instance, this week there is a baby theme, and all items pertaining to babies are on sale. From strollers to diapers, the Target weekly ad makes sure that the customer sees them the company as an all inclusive one stop shopping location for their baby needs.

Another method of the [Target weekly ad](#) is to focus on seasons and holidays, which just about every store does. Target makes good use of the back to school onslaught for everyone from college freshman to kindergarten. All ages and genders can be enticed by the stylish book bags, computer software and soft dorm pillows, all on sale.

One thing that seems unique to Target is the sheer length of its weekly ad. While most company circulars are limited to six or seven pages, the Target weekly ad can be twenty pages or more! The ever changing sales and large volume of items offered at a discount both make for great advertising, and you guessed it, big savings! Your spending budget can truly benefit from comparison shopping store to store via weekly ads.

About the Author

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